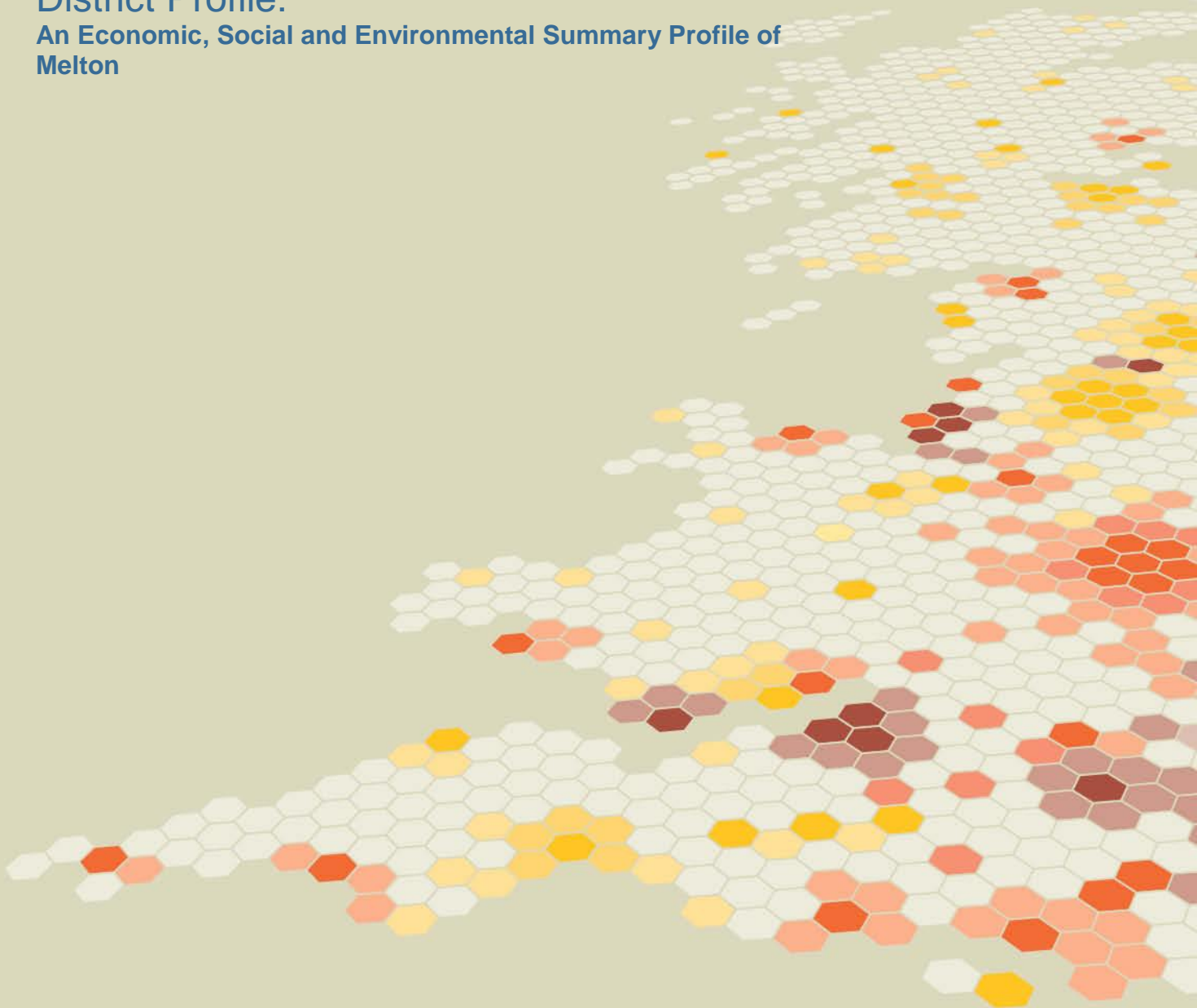


June 2013

District Profile: An Economic, Social and Environmental Summary Profile of Melton



About Place Profiles

Place Profiles are computer generated reports that provide a high-level analysis of an area, telling a 'story of place'. The reports can be created at a range of different spatial levels and on a number of different topics, with Summary Place Profiles providing an overall assessment of economic, social and environmental conditions. Place Profiles set an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages. They are illustrated with maps and charts and include all supporting data. Using the very latest data at the time of creation, Place Profiles have a wide range of research and policy applications.

More information about the profiles and how to purchase further copies is available at the end of this report.

About the Local Futures Group

Established in 1997, Local Futures is a research and strategy consultancy that provides a geographical perspective on economic, social and environmental change. We introduce this perspective into public policy and corporate strategies, both in the UK and internationally.

We provide research and consultancy services, but also offer a range of online services. These include our Local Knowledge and Customer Knowledge subscription services, together with computer generated Place Profiles - reports that tell a compelling 'story of place'.

To find out more about our online services or to arrange a demonstration, please telephone 020 7440 7360 or email info@localfutures.com.

Summary Profile Introduction

The summary report looks at the performance of Melton, according to how well the district scores on a range of selected benchmark indicators of economic, social and environmental well being. An important context for the analysis is the shift towards a more knowledge based economy in Britain. This concept, which is the Government's vision for spreading economic prosperity throughout the UK and for competing in the global economy, is reflected in regional economic strategies and local economic development strategies. One of the aims of this report is to relate thinking on the knowledge economy to wider social and environmental considerations; relating economic competitiveness to sustainable development and quality of life issues.

This summary profile can be used to inform policy development and to act it as a framework for monitoring and evaluating progress towards a district's various policy goals. The report can also be used as an evidence base to inform Total Place and the wider place shaping agenda. More detailed Place Profiles for each topic area are also available.

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Economy Introduction

This summary report assesses the present state of the local economy in Melton in terms of its competitiveness at the sub-regional, regional and national levels. Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. This profile examines five aspects of economic development that need to be 'joined-up' in the context of strategy, partnership and practical initiatives:

- Economic performance
- Industrial Structure
- Business and Enterprise
- Skills and Qualifications
- Labour Market

The report starts by presenting the data for the main composite measures for each aspect of the economy in Melton. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Melton rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Economy Summary Introduction

Areas	Economic: scale (GB=100) 2011	Productivity: score (GB=100) 2011	Economic change (S/T): score (GB=100) 2011	Industrial structure: score (GB=100) 2011	Bus & enterprise: score (GB=100) 2011	Skills and quals(res): score (GB=100) January-December 2012	Labour market: score (GB=100) December 2012
Blaby	78.6	106.23	207.41	91	108.28	103.64	112.16
Charnwood	92.62	101.38	-207.29	69.1	87.36	104.13	97.31
Harborough	53.7	91.09	311.45	68.67	88.36	106.03	115.42
Hinckley and Bosworth	59.19	93.96	258.6	111.19	92.23	100.78	108.91
Leicester City	229.14	85.57	-31.23	90.62	94.66	92.8	88.4
Melton	28.45	84.36	27.32	53.52	98.53	99.81	111.88
North West Leicestershire	79.4	107.03	27.94	107.19	105.12	99.56	103.82
Oadby and Wigston	27.66	88.93	103.3	50.59	89.69	102.71	105.52
Leicestershire	83.12	93.89	37.98	86.18	94.17	99.38	100.66
East Midlands	78.65	90.07	114.6	86.48	94.91	99.21	101.13
National Average	100	100	100	100	100	100	100

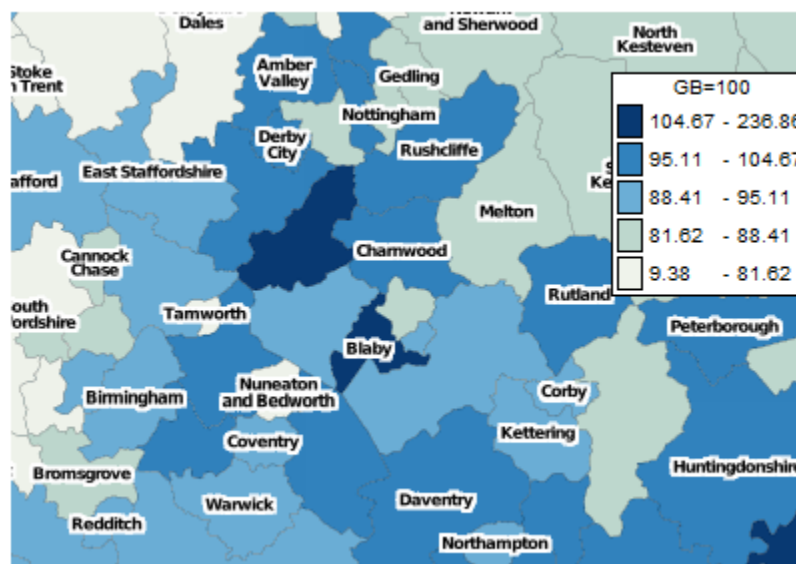
Economic Performance

Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. Our economic performance profile measures the productivity, scale and growth of the economy in Melton. Productivity measures the relative performance of the economy in an area, by combining Gross Value Added (GVA) per job with workplace earnings. In contrast, economic scale examines the absolute size of the economy and is derived from an area's share of Great Britain's total GVA and employment base. Finally, economic growth is assessed by an area's change in total employment, giving an indication of the growth/decline of the local economy.

Melton is ranked 292 out of 408 districts on our economic productivity score, placing it in the bottom 40% of districts nationally.

The map shows the performance of districts within Leicestershire on our overall productivity score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 84.36, Melton is in the bottom 40% of districts and is in the sub region that is in the middle 20% of sub regions nationally.



Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Looking in more detail at Melton's economic performance we find that:

- Relative to other districts, the size of the economy in Melton is well below the national median, with an economic scale score of 28.45. By comparison, the Leicestershire score is 83.12 and the national average is 100.
- The average gross weekly earnings of those working in Melton are very low, with the district ranking in the bottom 20% of districts nationally. Average gross weekly earnings in Melton are £380, compared with £444 in Leicestershire and £492 nationally.
- Gross value added (GVA) per job in Melton is low, with the area ranking in the bottom 40% of districts nationally. GVA per job in Melton is £40,060, compared with £44,587 in Leicestershire and £47,489 nationally.
- Melton has a very small sized employment base, with the area ranking in the bottom 20% of districts nationally. It accounted for 0.07% of all employees in Great Britain.
- The share of national GVA in Melton is very low by national standards, with the area ranking in the bottom 20% of districts nationally. It accounted for 0.06% of all GVA in Great Britain.
- Between 2010 and 2011, the total number of employees in Melton changed by 0.5%. This reflects a relatively weak level of economic growth by national standards, placing Melton in the bottom 40% of districts nationally.

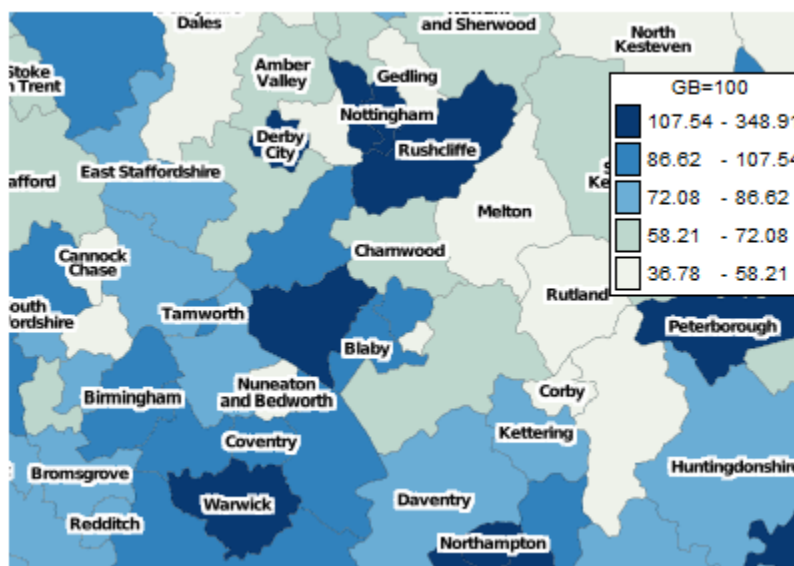
Industrial Structure

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses Melton from this knowledge economy perspective. We distinguish between knowledge-based production (aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy) and knowledge-based services (telecommunications, computing, R & D, finance and business services, and recreational and cultural services). These industrial groupings are based on European Commission and OECD definitions, where individual industries are classified as knowledge-based if graduates make up at least 25 per cent of their workforce.

Melton is ranked 361 out of 408 districts on our industrial structure score, indicating a knowledge economy that performs in the bottom 20% of districts nationally.

The map shows the performance of districts within Leicestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 53.52, Melton is in the bottom 20% of districts and is in the sub region that is in the middle 20% of sub regions nationally.



Source: The Business Register and Employment Survey (BRES)

Looking in more detail at Melton's industrial structure we find that:

- Knowledge intensive sectors in Melton accounted for 11.64% of total employment in 2011. By comparison, the Leicestershire figure was 18.74%, the East Midlands figure was 18.81%, and the national figure was 21.74%.
- Employment in knowledge-driven production is below the national median, with the district ranking in the bottom 40% of districts. It has 1.73% of employment in this sector. This compares with 3.38% in Leicestershire and 2.89% nationally.
- Employment in knowledge-driven services is well below the national median, with the district ranking in the bottom 20% of districts. It has 9.91% of employment in this sector. This compares with 15.36% in Leicestershire and 18.85% nationally.
- Melton has a very small public sector, with 20.11% of employment in this sector. This compares with 26.72% in Leicestershire and 27.86% nationally.
- Between 2010 and 2011, employment in knowledge-driven sectors in Melton changed by -0.63%. This places Melton in the bottom 40% of districts nationally. By comparison the sector changed nationally by 2.97%.

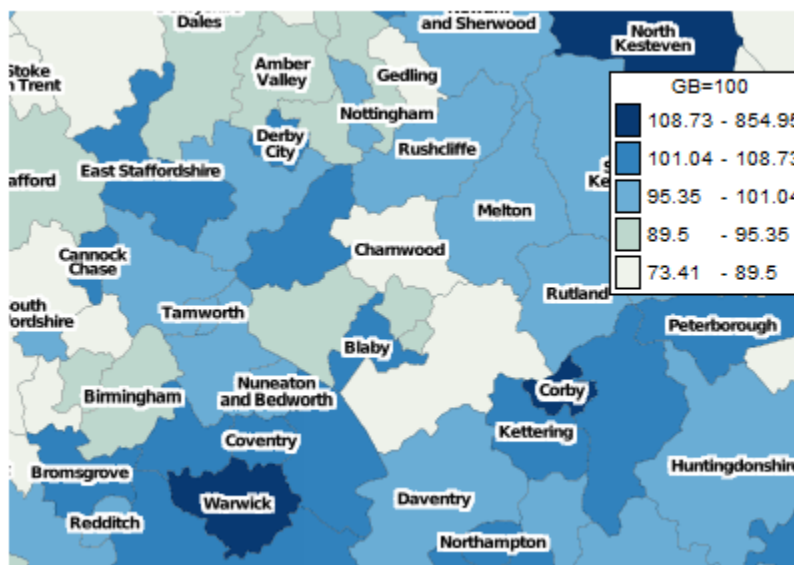
Business and Enterprise

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any local economy. Our business and enterprise profile uses the Local Futures Business and Enterprise Score to assess the extent of an enterprise culture in Melton. The score is composed of the new business formation rate, the business survival rate and the growth in business stock over the last 5 years. This profile also references other measures including the number of businesses per head of population and average business size.

Melton is ranked 203 out of 408 districts on our business and enterprise score, indicating an enterprise culture that performs in the middle 20% of districts nationally.

The map shows the performance of districts within Leicestershire on our business and enterprise score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 98.53, Melton is in the middle 20% of districts and is in the sub region (Leicestershire) that is in the bottom 40% of sub regions nationally.



Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

Looking in more detail at Melton's business and enterprise performance we find that:

- The business density of Melton is high by national standards, with 61 businesses per 1000 head of population. By comparison, the Leicestershire score is 49.04 and the national average is 50.61.
- The new business formation rate in Melton is average, with the area ranking in the middle 20% of districts nationally. In 2011, 10.36% of all businesses registered for VAT compared with 11.05% in Leicestershire and 11.27% nationally.
- The 24 month business survival rate in Melton is very high by national standards, with the district ranking in the top 20% of districts nationally. Of all of the VAT registered businesses in 2003, 84.38% were still trading in 2011.
- The self-employment rate in Melton is very low by national standards, with the district ranking in the bottom 20% of districts nationally. In 2012, the self-employment rate was 0%, compared with 4.4% in Leicestershire and 7.53% nationally.
- Between 1998 and 2012, the total business stock in Melton changed by 39.78%. This change places the area in the bottom 40% of districts nationally. Over the same time period, the number of businesses in Leicestershire changed by 45.59%.

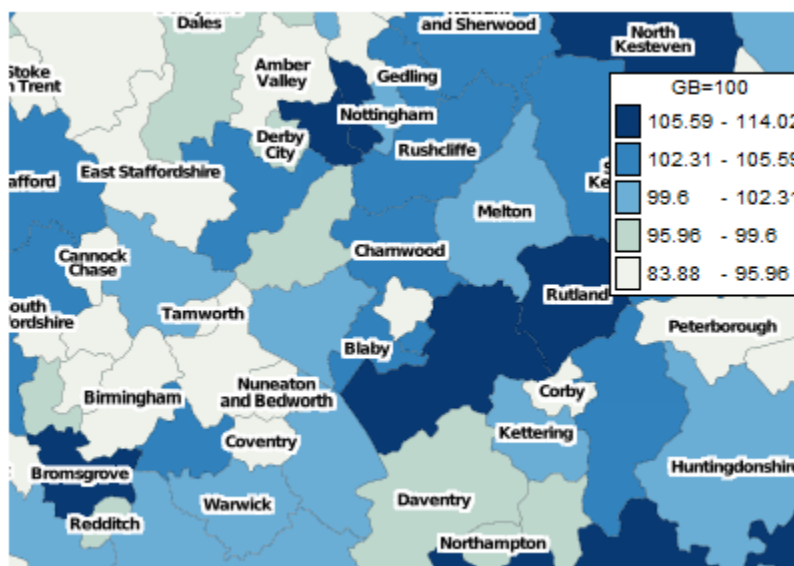
Skills and Qualifications

Human capital is a prerequisite of a successful knowledge economy. The resident workforce should ideally be characterised by a good blend of academic and vocational skills. In our overall assessment of skills and qualifications in Melton, we have used a composite measure based on each of the four NVQ levels, with greater weighting attached to the higher levels. We also provide GCSE rates, as a precursor to the future potential workforce and a measure of the quality of local schools.

Melton is ranked 238 out of 407 districts on our skills and qualifications score, indicating a resident workforce that performs in the middle 20% of districts by national standards, in terms of human capital.

The map shows the performance of districts within Leicestershire on our skills and qualifications score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 99.81, Melton is in the middle 20% of districts and is in the sub region that is in the middle 20% of sub regions nationally.



Source: Annual Population Survey

Looking in more detail at Melton's skills and qualification's performance we find that:

- The proportion of the working age resident population qualified below NVQ level 2 in Melton is very high, with the area ranking in the top 20% of districts nationally. In 2012, 19.12% of working age residents had either NVQ level 1 or no qualifications, compared with 17.04% in Leicestershire and 15.64% nationally.
- The proportion of the working age resident population qualified to NVQ level 2 in Melton is low, with the area ranking in the bottom 40% of districts nationally. In 2012, 18.77% of working age residents were qualified to NVQ level 2, compared with 21.6% in Leicestershire and 20.78% nationally.
- The proportion of the working age resident population qualified to NVQ level 3 in Melton is low, with the area ranking in the bottom 40% of districts nationally. In 2012, 18.21% of the working age population held 2 A-Levels or equivalent, compared with 21.77% in Leicestershire and 19.53% nationally.
- The proportion of the working age resident population qualified to NVQ level 4 and above in Melton is high, with the area ranking in the top 40% of districts nationally. In 2012, 35.58% held a degree or equivalent, compared with 29.63% in Leicestershire and 34.38% nationally.

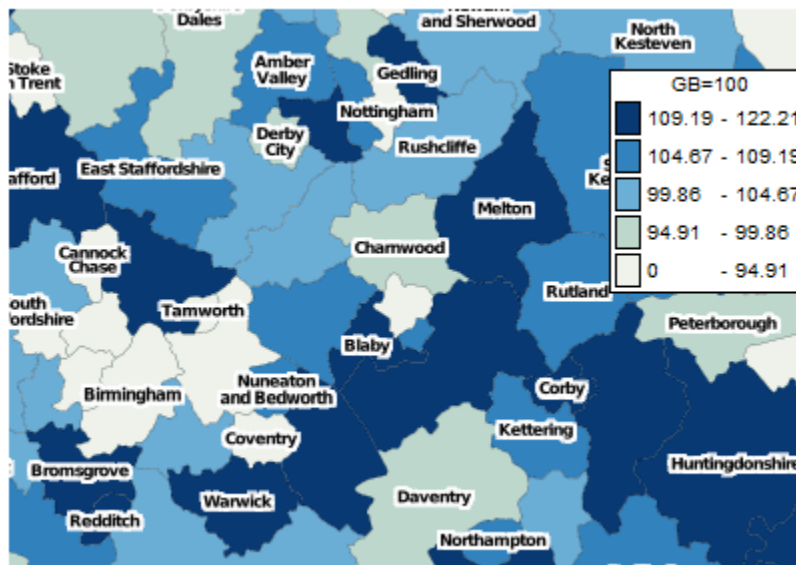
Labour Market

In this profile we use the employment rate as an overall measure of labour market performance in Melton, but also present a range of other measures, such as unemployment, youth unemployment and long-term unemployment rates to provide a fuller analysis of labour market conditions.

Melton is ranked 50 out of 407 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally.

The map shows the performance of districts within Leicestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 111.88, Melton is in the top 20% of districts and is in the sub region that is in the middle 20% of sub regions nationally.



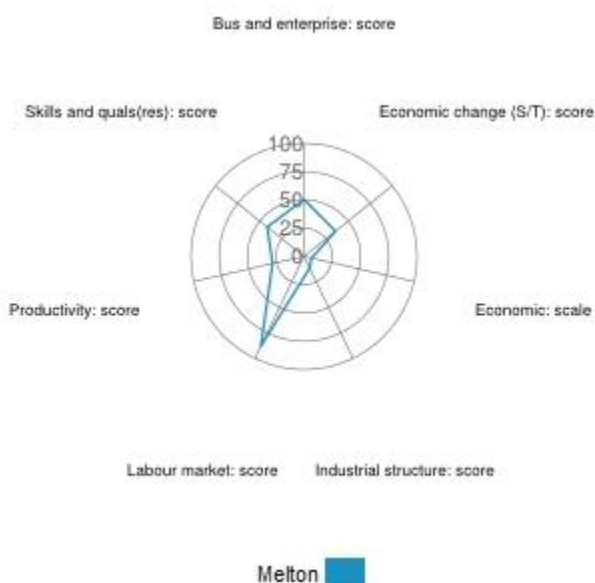
Source: Annual Population Survey

Looking in more detail at Melton's labour market performance we find that:

- The proportion of the resident working age population who are in employment in Melton is very high, with the area ranking in the top 20% of districts nationally. In Melton, 79.1% of the resident working age population are in employment, compared with 71.16% in Leicestershire and 70.7% nationally.
- The proportion of the working age population who are unemployed in Melton is low, with the district ranking in the bottom 40% of districts nationally. In Melton, 2.3% of people are claiming job seekers allowance in 2013, compared with 3.5% in Leicestershire and 3.6% nationally.
- The proportion of the working age population who are in long-term unemployment in Melton is high, with the district ranking in the top 40% of districts nationally. In Melton, 27.66% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 28.05% in Leicestershire and 28.67% nationally.
- Between Dec 2005 and Dec 2011, the employment rate in Melton changed by 1.71%. This places Melton in the top 20% of districts nationally. By comparison the employment rate changed nationally by -3.53%.

Economic Summary Indicators

The spider chart is a way of showing how Melton rates against the national median on the summary economic indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Melton, with Shetland in Highlands and Islands being the most similar on the summary economic indicators.

Rank	Place Name	Sub Region
1	Shetland	Highlands and Islands
2	North Dorset	Bournemouth, Dorset & Poole
3	Gedling	Nottinghamshire
4	Hambleton	North Yorkshire
5	Allerdale	Cumbria
6	East Northamptonshire	Northamptonshire
7	Oadby and Wigston	Leicestershire
8	Weymouth and Portland	Bournemouth, Dorset & Poole
9	Mendip	Somerset
10	Redditch	Herefordshire & Worcestershire

Economic Scorecard

The economic 'scorecard', shows how Melton stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Melton in terms of the composite economic development measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National Score	Summary
Economic Scale An 'A' Represents areas with the largest economic scale	E	E	E	The share of national GVA in Melton is very low by national standards, with the area ranking in the bottom 20% of districts nationally. It accounted for 0.06% of all GVA in Great Britain.
Productivity An 'A' Represents areas with the highest levels of productivity	E	D	D	Melton is ranked 292 out of 408 districts on our economic productivity score, placing it in the bottom 40% of districts nationally.
Economic change An 'A' Represents areas with the highest rates of growth	D	D	D	Between 2010 and 2011, the total number of employees in Melton changed by 0.5%. This reflects a relatively weak level of economic growth by national standards, placing Melton in the bottom 40% of districts nationally.
Industrial Structure An 'A' Represents areas with the highest proportion of knowledge intensive employment	E	D	E	Melton is ranked 361 out of 408 districts on our industrial structure score, indicating a knowledge economy that performs in the bottom 20% of districts nationally.
Business & enterprise An 'A' Represents areas/ with the highest levels of business information, growth and survival	B	B	C	Melton is ranked 203 out of 408 districts on our business and enterprise score, indicating an enterprise culture that performs in the middle 20% of districts nationally.
Skills & qualifications An 'A' Represents areas with the most skilled population	D	C	C	Melton is ranked 238 out of 407 districts on our skills and qualifications score, indicating a resident workforce that performs in the middle 20% of districts by national standards, in terms of human capital.
Labour market An 'A' Represents areas with the highest employment rates	B	A	A	Melton is ranked 50 out of 407 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally.

Glossary of terms

Economic change score	This score provides an index of the percentage long term change in the total number of employees (by workplace) in relation to the national average.
Economic scale score	Economic scale indicates the size of an area's economy.
Productivity score	The productive capacity of an area.
Knowledge-driven production	This refers to manufacturing industries such as aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy.
Knowledge-driven services	This refers to service industries such as telecommunications, computing, R & D, finance and business services, and recreational and cultural services.
Public sector	This refers to employment in the following sectors: Public admin/defence; Education; Health and social work.
Business and enterprise score	This is an indicator of the enterprise of businesses within the locality. The higher the score, the more business enterprise in an area. The score takes into consideration an area's business formation rate, the change in VAT registered business stock, and new business survival rates.
Skills and qualifications score	This composite presents an index of the qualifications of an area's workforce, relative to the GB value. A higher score indicates a high level of local area qualifications amongst the labour market.
Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend.

Data Sources and Definitions

Economic change score	This score provides an index of the percentage long term change in the total number of employees (by workplace) in relation to the national average.
Economic scale score	Economic scale indicates the size of an area's economy.
Productivity score	The productive capacity of an area.
Knowledge-driven production	This refers to manufacturing industries such as aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy.
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	level of local area qualifications amongst the labour market.
Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend.

Source: Local Knowledge; Annual Business Inquiry and Annual Survey of Hours and Earnings (National Statistics website (Nomis: www.nomisweb.co.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)); Business start-ups and closures: VAT registrations and de-registrations; GVA by NUTS3 (National Statistics website: www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Society Introduction

This summary report provides a social profile of Melton in terms of the demographic characteristics of its local communities and the issues which affect them most. The report examines nine aspects of Melton's social profile:

- Age, Ethnicity, Households, and Migration and Change
- Occupational Structure
- Prosperity
- Deprivation and Inequality
- Health
- Crime

The report starts by presenting the data for the main composite measures for each aspect of the social profile of Melton. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Melton rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Social Summary Introduction

Areas	C- Age: mean (Years) 2011	C- Hhld size: average (Number) 2011	C- Ethnicity: non-White (%) 2011	C- Population: change (1991-2011) (%) 2011	K workers (res): score (GB=100) December 2012	Prosperity: score (GB=100) 2007/08	IMD (score) (GB=100) 2010	Health: score (GB=100) 2008-2010	Crime: score (GB=100) 2011/2012
Blaby	40.9	2.4	9.01	14.59	87.96	86.42	44.25	102.02	68.95
Charnwood	39.3	2.39	12.63	17.48	101.39	93.13	61.09	100.62	91.71
Harborough	41.6	2.41	4.76	23.89	136.5	113.61	35.38	102.19	48.74
Hinckley and Bosworth	41.7	2.3	3.53	11.11	94.29	94.99	55.18	101.97	67.27
Leicester City	34.8	2.61	49.48	21.4	76.61	73.76	155.94	96.56	160.5
Melton	41.7	2.32	2.1	13.49	95.09	98.34	55.24	101.83	66.95
North West Leicestershire	40.8	2.37	2.44	16.17	83.26	90.89	70.61	100.08	75.81
Oadby and Wigston	41	2.52	26.99	11.5	98.17	91.26	50.97	100.85	67.56
Leicestershire	38.76	2.45	22.33	17.73	91.61	88.33	86.94	99.76	100.81
East Midlands	40	2.34	10.74	15.9	88.86	87.96	92.54	99.84	96.06
National Average	39.4	2.36	14.03	15.12	100	100	100	100	100

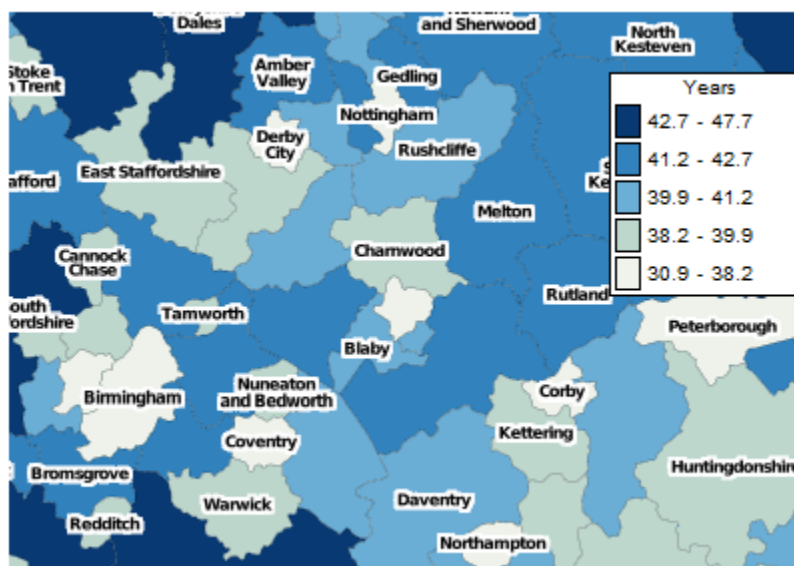
Age

Demographic characteristics have a fundamental influence on the social and economic development of an area. The age distribution of residents has implications for long-term economic activity rates and spending power (with a younger profile) or current and future social care resourcing (with an older or aging population). This age profile assesses Melton according to a number of indicators, including the age breakdown of residents, dependency ratios and birth rates.

Melton is ranked 121 out of 376 districts on the average age of residents, indicating an average age in the highest 40% of districts nationally.

The map shows the average age of residents in districts within Leicestershire. The areas with very dark shading have higher average ages and those with very light shading have lower average ages.

With an average age of 41.7 years, Melton is in the highest 40% of districts nationally and is in a sub region that has an average age in the lowest 40% of sub regions nationally.



Source: Census 2011

Looking in more detail at Melton's age profile we find that:

- The proportion of the resident population aged 0-14 was estimated at 16.88% in 2011, which is average by national standards, with Melton ranking in the middle 20% of districts. By comparison, the Leicestershire figure was 17.8% and the national average was 17.64%.
- The proportion of the resident population aged 15-24 was estimated at 10.96% in 2011, which is low by national standards, with Melton ranking in the bottom 40% of districts. By comparison, the Leicestershire figure was 14.7% and the national average was 13.1%.
- The proportion of the resident population aged 25-44 was estimated at 24.13% in 2011, which is low by national standards, with Melton ranking in the bottom 40% of districts. By comparison, the Leicestershire figure was 26.46% and the national average was 27.38%.
- The proportion of the resident population aged 45-64 was estimated at 29.65% in 2011, which is very high by national standards, with Melton ranking in the top 20% of districts. By comparison, the Leicestershire figure was 25.47% and the national average was 25.44%.
- The proportion of the resident population aged 65 and over was estimated at 18.38% in 2011, which is average by national standards, with Melton ranking in the middle 20% of districts. By comparison, the Leicestershire figure was 15.57% and the national average was 16.45%.
- The number of live births per 1000 of the resident population was 11.33 in 2010, which is low by national standards. This placed Melton in the bottom 40% of districts. By comparison, the Leicestershire figure was 12.94 and the national figure was 12.93.
- The dependency ratio (the ratio of economically dependent people to those who are economically

active) in Melton is 0.37. This is average by national standards. By comparison, the Leicestershire figure is 0.37 and the national figure is 0.35.

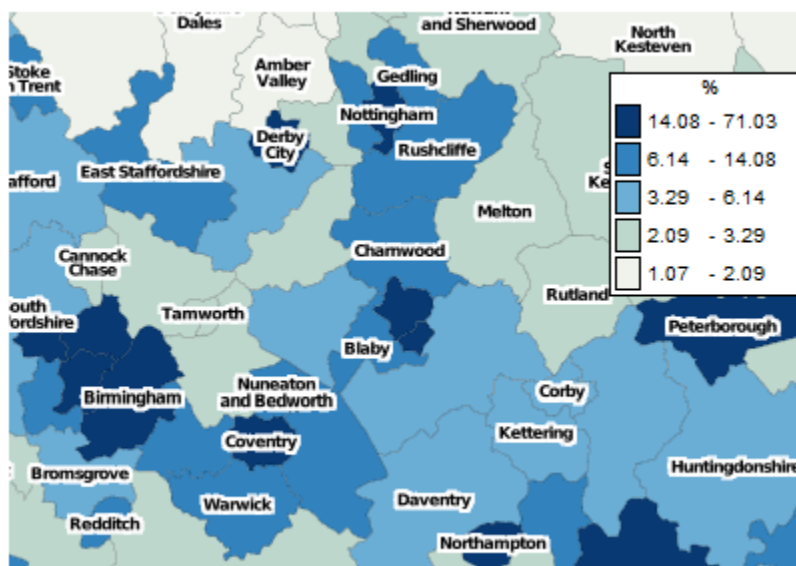
Ethnicity

Demographic characteristics have a fundamental influence on the social and economic development of an area. Understanding the extent of ethnic diversity is important both for being able to target policies at different communities and for the impact on community cohesion and involvement. This ethnicity profile assesses Melton according to the proportions of different ethnic groups and the extent of ethnic fractionalisation (a measure of ethnic diversity).

Melton is ranked 300 out of 376 districts on the proportion of its population classified as Non-White, placing the area in the lowest 40% of districts nationally.

The map shows the proportion of the population classified as Non-White in districts within Leicestershire. The areas with very dark shading have higher levels of Non-White residents and those with lighter shadings have lower levels.

With 2.1% of its residents classified as Non-White, Melton is in the bottom 40% of districts and is in a sub region that is in the top 20% of sub regions nationally on the proportion of the population that is Non-White.



Source: Census 2011

Looking in more detail at Melton's ethnicity profile we find that:

- The proportion of the population classified as White was 97.9%, which is high by national standards, with Melton ranking in the top 40% of districts. By comparison, the Leicestershire average was 77.67% and the national figure was 85.97%.
- The proportion of the population classified as from a Mixed background was 0.82%, which is low by national standards, with Melton ranking in the bottom 40% of districts. By comparison, the Leicestershire average was 2.05% and the national figure was 2.18%.
- The proportion of the population classified as Asian or British Asian was 0.82%, which is low by national standards, with Melton ranking in the bottom 40% of districts. By comparison, the Leicestershire average was 15.86% and the national figure was 6.81%.
- The proportion of the population classified as Black or Black British was 0.19%, which is very low by national standards, with Melton ranking in the bottom 20% of districts. By comparison, the Leicestershire average was 2.49% and the national figure was 3.33%.
- The proportion of the population classified as Chinese or any other ethnic background was 0.26%, which is very low by national standards, with Melton ranking in the bottom 20% of districts. By comparison, the Leicestershire average was 1.93% and the national figure was 1.71%.

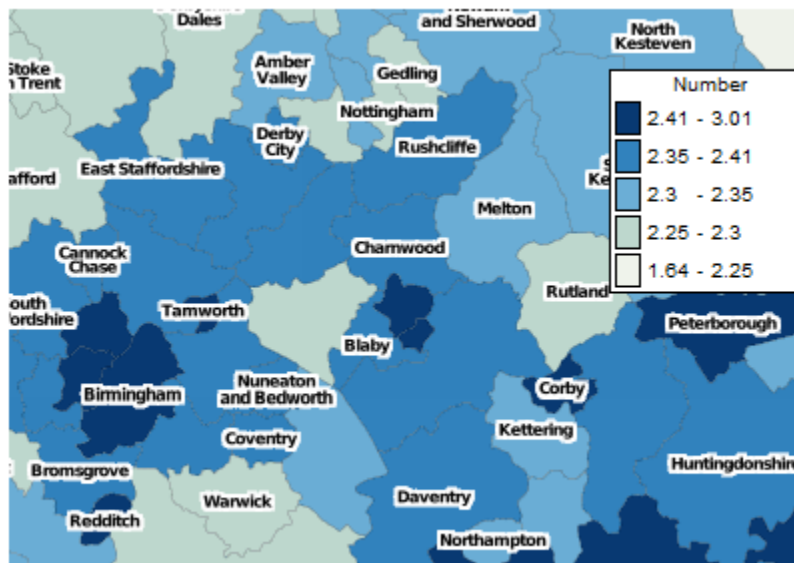
Household Structure

Demographic characteristics have a fundamental influence on the social and economic development of an area. The size and structure of households has implications for planning, housing demand and entitlement to benefits. This household structure profile assesses Melton according to household composition and overall average household size.

Melton is ranked 193 out of 376 districts on the average household size, placing the area in the middle 20% of districts nationally.

The map shows the average household size in districts within Leicestershire. The areas with very dark shading have higher and those with very light shading have lower averages.

With an average household size of 2.32 people, Melton is in the middle 20% of districts and is in a sub region that has an average age in the highest 20% of sub regions nationally.



Source: Census 2011

Looking in more detail at Melton's household profile we find that:

- The proportion of one person households was 27.46% in 2011, which is low by national standards, with Melton ranking in the bottom 40% of districts. By comparison, the Leicestershire average was 28.02% and the national figure was 30.25%.
- The proportion of households with married couples but no dependent children was 28.46% in 2011, which is very high by national standards, with Melton ranking in the top 20% of districts. By comparison, the Leicestershire average was 24.82% and the national figure was 23.75%.
- The proportion of households with married couples and dependent children was 20.81% in 2011, which is high by national standards, with Melton ranking in the top 40% of districts. By comparison, the Leicestershire average was 20.76% and the national figure was 19.29%.
- The proportion of lone parent households was 8.58% in 2011, which is low by national standards, with Melton ranking in the bottom 40% of districts. By comparison, the Leicestershire average was 9.81% and the national figure was 10.65%.

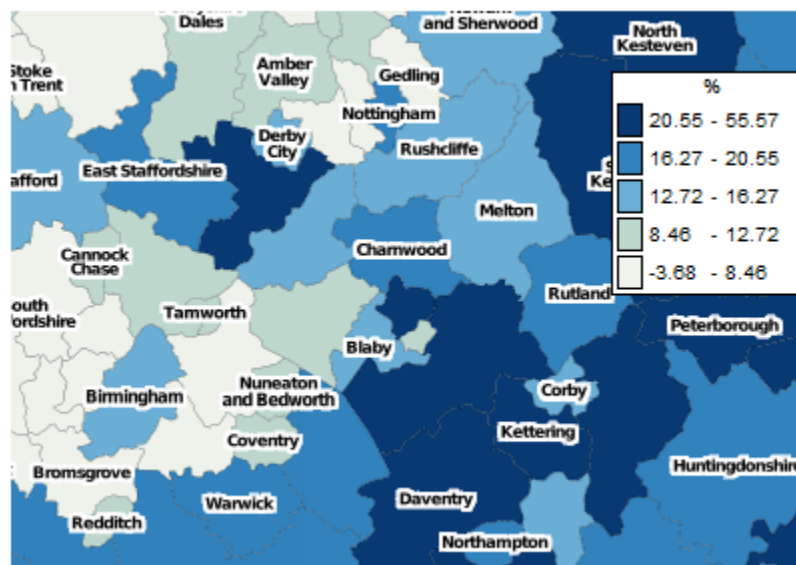
Migration and Change

Demographic characteristics have a fundamental influence on the social and economic development of an area. Population change has an impact on levels of economic growth through the size of the resident workforce and on the demand for services such as health, education and housing. This migration and change profile assesses Melton according to the long-term level of population change (based on mid-year population estimates), measures of population churn and in-migration. New National Insurance registrations are also used as a proxy for overseas immigration.

Melton is ranked 208 out of 376 districts on long-term change in its resident population, placing the area in the middle 20% of districts nationally.

The map shows the change in population for districts within Leicestershire. The areas with very dark shading have higher levels of population change and those with very light shading have lower levels.

With a change in population of 13.49%, Melton is in the middle 20% of districts and is in the sub region that is in the top 40% of sub regions nationally.



Source: Census 1991, Census 2011

Looking in more detail at Melton's migration and change profile we find that:

- The proportion of residents who had moved into Melton from other parts of the UK was 4.14% in 2001, which was low by national standards, with the area ranking in the bottom 40% of districts. By comparison, the Leicestershire average was 4.78% and the national figure was 4.43%.
- According to the last Census, the proportion of residents who had moved into Melton from outside the UK was 0.27% in 2001, which was low by national standards, with the area ranking in the bottom 40% of districts. By comparison, the Leicestershire average was 0.59% and the national figure was 0.71%.
- The proportion of residents who had moved out of Melton at the last Census was 4.04%, which was average by national standards, with the area ranking in the middle 20% of districts. By comparison, the Leicestershire average was 4.5% and the national figure was 4.42%.
- The proportion of the working age population who were overseas nationals registered for National Insurance in Melton was 0.45% in 2009. This measure is a proxy for the proportion of the workforce who are economic migrants from overseas and provides a more recent figure on the level of in-migration from outside of the UK. For Melton, this reflected a low level of immigration by national standards, with the area ranking in the bottom 40% of districts. By comparison, the Leicestershire figure was 1.33%, the East Midlands figure was 1.2% and the national figure was 1.8%.
- The net level of migration in Melton in 2010 was 1.01%, which was very high by national

standards, with the area ranking in the top 20% of districts. By comparison, the Leicestershire average was 0.09% and the national figure was 0%.

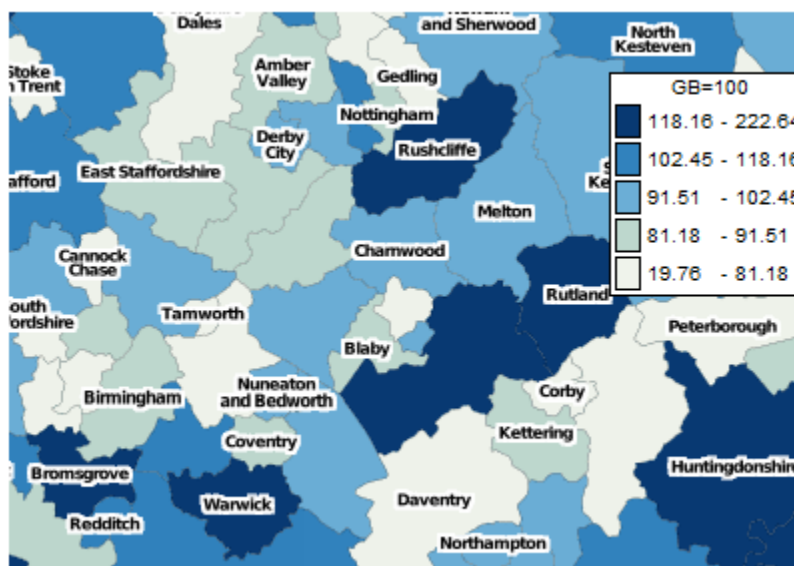
Occupations

The occupational structure of an area gives a useful indication of the progress being made towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In our assessment of the occupational profile of Melton we have considered the proportion of the working population employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Our overall score, however, is based on the number of professional managerial and technical workers - or 'knowledge workers'.

Melton is ranked 214 out of 406 districts on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of districts nationally.

The map shows the performance of districts within Leicestershire on our knowledge worker score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 95.09, Melton is in the middle 20% of districts and is in the sub region that is in the middle 20% of sub regions nationally.



Source: Annual Population Survey

Looking in more detail at Melton's occupational profile we find that:

- The proportion of knowledge workers in Melton is average by national standards, with 42.71% of the working population classified as professional, managerial or technical workers. By comparison, the Leicestershire figure is 41.15%, the East Midlands figure is 39.91%, and the national figure is 44.92%.
- The proportion of the working population who are in elementary occupations in Melton is very high by national standards, with 18.75% in Level 1 Occupations. By comparison, the Leicestershire figure is 12.83% and the national figure is 10.95%.
- The proportion of the working population who are in lower skilled occupations in Melton is very low by national standards, with 23.96% in Level 2 Occupations. By comparison, the Leicestershire figure is 35.41% and the national figure is 33.83%.
- The proportion of the working population who are in skilled occupations in Melton is very high by national standards, with 38.54% in Level 3 Occupations. By comparison, the Leicestershire figure is 23.4% and the national figure is 26.3%.
- The proportion of the working population who are in managerial occupations in Melton is very low by national standards, with 18.75% in Level 4 Occupations. By comparison, the Leicestershire figure is 28.36% and the national figure is 28.92%.

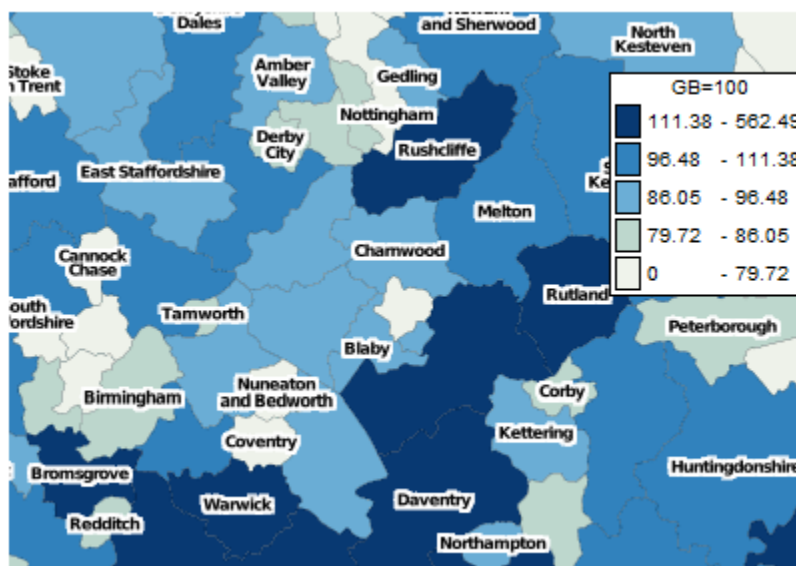
Prosperity

Nationally, there is a strong correlation between the presence of knowledge workers and levels of prosperity in the local population. This profile assesses levels of prosperity and wealth in Melton by measuring the average total income of residents. There is also a strong correlation nationally between income and house prices, and we therefore present data on average house prices in relation to Melton and its neighbours. The profile also looks at car ownership and the average number of rooms, although these are only proxy measures of wealth because they can also be affected by whether residents are in rural or urban locations.

Melton is ranked 147 out of 408 districts on our prosperity score, indicating incomes amongst the resident population in the top 40% of districts nationally.

The map shows the performance of districts within Leicestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 98.34, Melton is in the top 40% of districts and is in the sub region that is in the middle 20% of sub regions nationally.



Source: Survey of Personal Incomes(SPI)

Looking in more detail at Melton's prosperity profile we find that:

- At £26,400, the average total income in Melton is above the national median, with the area ranking in the top 40% of districts nationally. By comparison, the Leicestershire figure is £25,206 and the national figure is £26,845.
- At £189,676, the average house price in Melton is average, with the area ranking in the middle 20% of districts nationally. By comparison the Leicestershire figure is £166,858 and the national figure is £239,296.
- Average annual incomes have increased at a high rate between 2000 and 2008. The growth of 28.16% in average incomes places the area in the top 40% of districts nationally. By comparison incomes grew nationally by 14.9%.
- The average number of rooms per household in Melton was very high, with the district ranking in the top 20% of districts nationally. In 2011, the average number of rooms per household was 6.1, compared with 5.61 in Leicestershire and 5.4 nationally.
- The number of households with two or more cars in Melton was high, with the district ranking in the top 40% of districts nationally. In 2011, 43.91% of households had access to two or more cars, compared with 36.37% in Leicestershire and 32.16% nationally.

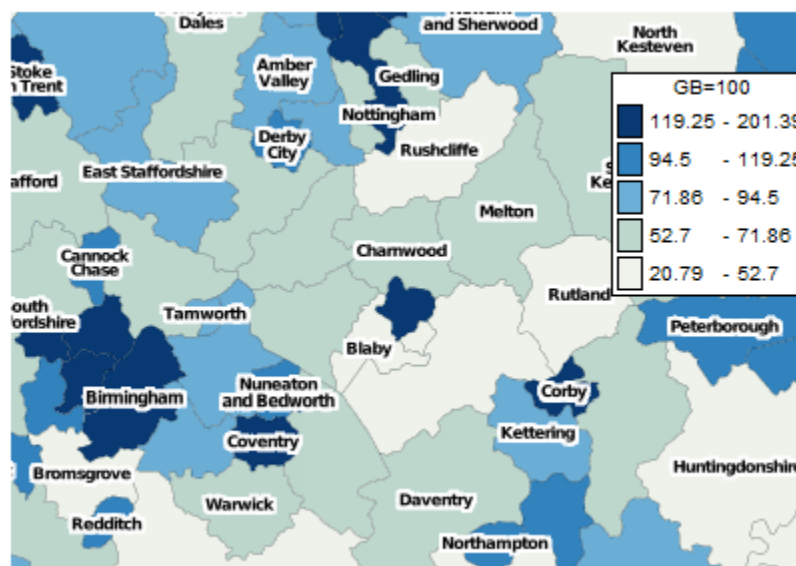
Deprivation

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). Our deprivation profile assesses conditions within Melton according to a number of aspects of deprivation, including disadvantage in education; income; employment; health; and housing. The Local Futures inequality indicator is designed to highlight any large differences in deprivation; this can illuminate pockets of deprivation at the small area level within the wider area. The inequality indicator is measured as the difference between the highest and lowest ranking super output area (SOA) at each geographical level.

Melton is ranked 275 out of 354 districts on our deprivation score, putting it in the 40% least deprived districts nationally.

The map shows the performance of districts within Leicestershire. The areas with very dark shading have higher levels of deprivation and those with very light shading have lower levels.

With a score of 55.24, Melton is in the 40% least deprived of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Source: LA Summaries IMD 2010

Looking in more detail at Melton's deprivation profile we find that:

- The inequality score highlights pockets of deprivation by calculating the difference between the highest and lowest scoring SOAs within the district. A higher score indicates higher levels of inequality. The inequality score for Melton is very low by national standards, with the district ranking in the 20% least deprived of districts on inequality.
- The employment domain score is very low by national standards, with the district ranking in the 20% least deprived districts.
- The education domain score is average by national standards, with the district ranking in the middle 20% of districts.
- For the income domain score, Melton is ranked in the 20% least deprived districts.
- The housing domain score is high by national standards, with the district ranking in the 40% most deprived districts.
- The crime domain score is average by national standards, with the district ranking in the middle 20% of districts.
- For the health domain score, Melton is ranked in the 20% least deprived districts.

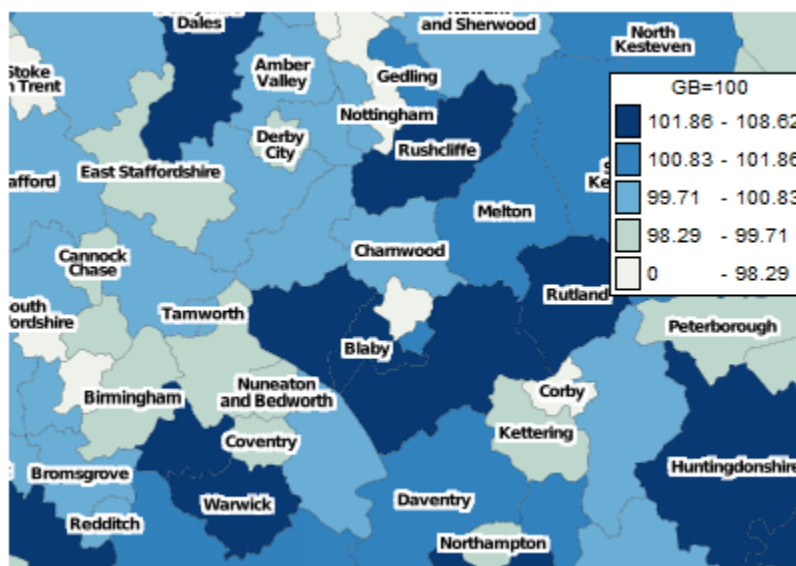
Health

Nationally, there have been major improvements in public health over the course of the last century, with big increases in life expectancy. However, this overall picture masks significant geographical variations and health inequality. Our health profile assesses Melton according to a number of health indicators, including life expectancy, expected prevalence of smoking and obesity, infant mortality and standardised mortality ratios.

Melton is ranked 87 out of 407 districts on our health score, indicating standards of health that are in the top 40% of districts nationally. Our health score indexes life expectancy at birth to the national average.

The map shows the performance of districts within Leicestershire on our health score (life expectancy indexed to the national average). The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 101.83, Melton is in the top 40% of districts and is in the sub region that is in the middle 20% of sub regions nationally.



Looking in more detail at Melton's health profile we find that:

- At 3.2 per 1000 population, the infant mortality rate in Melton is low, with the area ranking in the bottom 40% of districts nationally. By comparison, the Leicestershire figure is 4.47 and the national figure is 4.5.
- At 97, the standardised mortality ratio in Melton is average, with the area ranking in the middle 20% of districts nationally. By comparison, the Leicestershire figure is 101.08 and the national figure is 100.
- At 24.39%, the proportion of the population who are obese in Melton is estimated to be average, with the area ranking in the middle 20% of districts nationally. By comparison, the Leicestershire figure is 24.02% and the national figure is 24.2%.
- At 16.6%, the proportion of the population who smoke in Melton is estimated to be very low, with the area ranking in the bottom 20% of districts nationally. By comparison, the Leicestershire figure is 19.88% and the national figure is 20.7%.
- At 102.82 per 100,000 people, the cancer mortality rate in Melton is low, with the area ranking in the bottom 40% of districts nationally. By comparison, the Leicestershire figure is 106.63 and the national figure is 105.4.

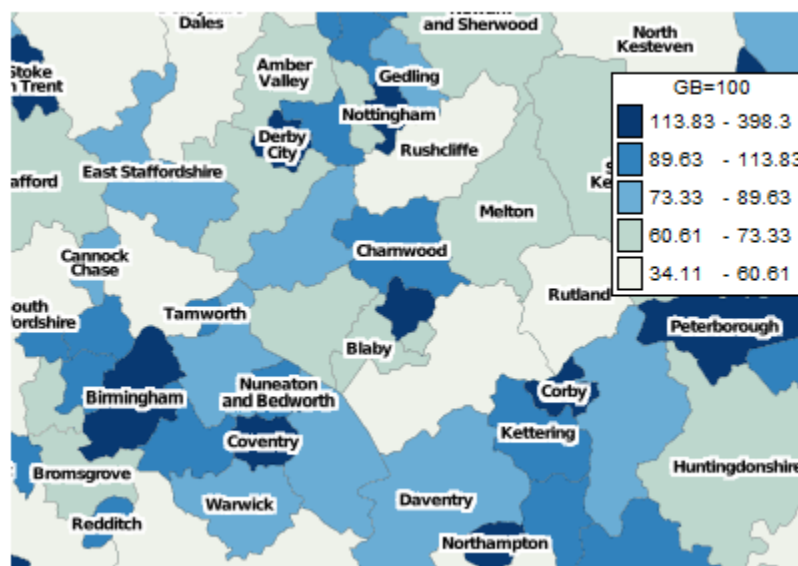
Crime

Crime levels affect an area's 'liveability', and reflect the socioeconomic conditions of the area and its surroundings. Nationally, there have been some reductions in crime over recent years, although the introduction of the National Crime Recording Standard in 2002 boosted national crime figures. This crime profile assesses Melton according to a number of crime related indicators, including total offences per 1000 residents, vehicle crime, violent crime, burglaries and the change in total offences over time.

Melton is ranked 266 out of 376 districts on our crime score, indicating levels of crime that are in the lowest 40% of districts nationally.

The map shows the performance of districts within Leicestershire. The areas with very dark shading have higher crime levels and those with very light shading have lower crime levels.

With a score of 66.95, Melton has crime levels that are in the lowest 40% of districts and is in a sub region that has crime levels in the highest 40% of sub regions nationally.



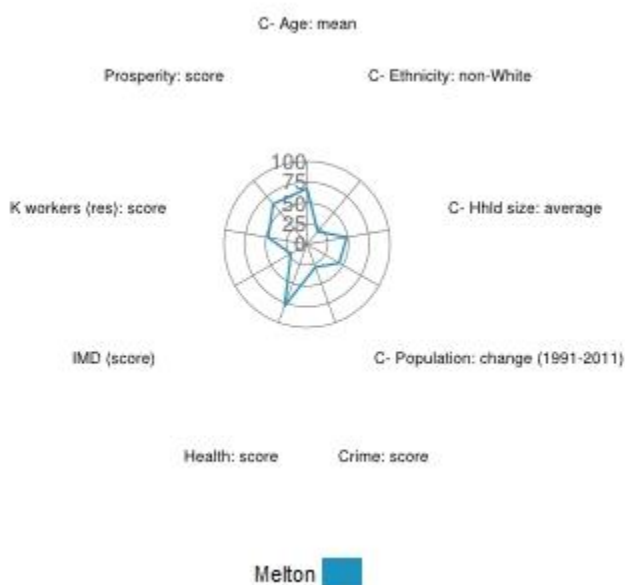
Source: Recorded crime for seven key offences and BCS comparator: Local Authorities

Looking in more detail at Melton's crime profile we find that:

- There were 25.51 offences per 1,000 residents in 2012 in Melton. By comparison the Leicestershire figure was 38.41, the East Midlands figure was 36.6 and the national figure was 38.1.
- There were 11 violent crimes per 1,000 residents in 2012, which is average by national standards, with Melton ranking in the middle 20% of districts. By comparison the Leicestershire figure was 14.3 and the national figure was 13.57.
- There were 4.24 vehicle crimes per 1,000 residents in 2012, which is low by national standards, with Melton ranking in the lowest 40% of districts. By comparison the Leicestershire figure was 6.85 and the national figure was 7.52.
- There were 2.45 dwelling burglaries per 1,000 residents in 2012, which is low by national standards, with Melton ranking in the lowest 40% of districts. By comparison the Leicestershire figure was 4.38 and the national figure was 4.44.
- Between 2001/2002 and 2011/2012, the total number of crimes in Melton changed by 17.07%. Compared with the levels of change seen nationally, this is above the national average placing Melton in the highest 40% of districts.

Society Summary Indicators

The spider chart is a way of showing how Melton rates against the national median on the summary social indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Melton, with Stroud in Gloucestershire being the most similar on the summary social indicators.

Rank	Place Name	Sub Region
1	Stroud	Gloucestershire
2	Hinckley and Bosworth	Leicestershire
3	Mendip	Somerset
4	Wychavon	Herefordshire & Worcestershire
5	Babergh	Suffolk
6	Bridgnorth	Shropshire
7	Ribble Valley	Lancashire
8	Maldon	Essex
9	South Shropshire	Shropshire
10	East Riding of Yorkshire	Humberside

Society Scorecard

The society 'scorecard', showing how Melton stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Melton in terms of the composite social measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest). For demographic data a score has not been included but the overall ranking on the main composite measure is known.

Composite measure	Sub-region score	Region score	National Score	Summary
Age		-		Melton is ranked 121 out of 376 districts on the average age of residents, indicating an average age in the highest 40% of districts nationally.
Ethnicity		-		Melton is ranked 300 out of 376 districts on the proportion of its population classified as Non-White, placing the area in the lowest 40% of districts nationally.
Average household size		-		Melton is ranked 193 out of 376 districts on the average household size, placing the area in the middle 20% of districts nationally.
Population Change		-		Melton is ranked 208 out of 376 districts on long-term change in its resident population, placing the area in the middle 20% of districts nationally.
Occupations An 'A' Represents areas with the highest proportion of knowledge workers	C	B	C	Melton is ranked 214 out of 406 districts on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of districts nationally.
Prosperity An 'A' Represents areas with the highest average incomes	A	B	B	Melton is ranked 147 out of 408 districts on our prosperity score, indicating incomes amongst the resident population in the top 40% of districts nationally.
Deprivation An 'A' Represents areas with the lowest levels of deprivation	C	B	B	Melton is ranked 275 out of 354 districts on our deprivation score, putting it in the 40% least deprived districts nationally.
Health An 'A' Represents areas with the highest score for the life expectancy	C	A	B	Melton is ranked 87 out of 407 districts on our health score, indicating standards of health that are in the top 40% of districts nationally. Our health score indexes life expectancy at birth to the national average.
Crime An 'A' Represents areas with the lowest crime rates	A	B	B	Melton is ranked 266 out of 376 districts on our crime score, indicating levels of crime that are in the lowest 40% of districts nationally.

Glossary of terms

Average age	The mean average age of the resident population.
Proportion of population classified as Non-White	The number of people classified as Non-White (Mixed Ethnic Group (White and Black Caribbean, White and Black African, White and Asian, Other Mixed), Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group). Classifications are based on Census ethnic groupings.
Average household size	The mean average number of people living within a household.
Long-term change in resident population	Percentage change in the number of residents within the area between 1991 and 2007.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.
Prosperity score	The mean total income indexed to the national average. Total income figures are based on taxable income including all employees; pension recipients and self-employed people. The figures are defined by local authority area and are residence based.
Deprivation Score	The deprivation score provides an index of the overall deprivation score, indexed to the national average. This provides a measure of relative deprivation in relation to the national average. The higher the rank figure, the higher the deprivation level.
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average.
Crime score	This indicator provides an index of the total number of offences per 1,000 resident population. Total offences include theft from vehicles; dwelling burglary; robberies; sexual offences and violent offences.

Data Sources and Definitions

Average age	The mean average age of the resident population.
Proportion of population classified as Non-White	The number of people classified as Non-White (Mixed Ethnic Group (White and Black Caribbean, White and Black African, White and Asian, Other Mixed), Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group). Classifications are based on Census ethnic groupings.
Average household size	The mean average number of people living within a household.
Long-term change in resident population	Percentage change in the number of residents within the area between 1991 and 2007.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.
Prosperity score	The mean total income indexed to the national average. Total income figures are based on taxable income including all employees; pension recipients and self-employed people. The figures are defined by local authority area and are residence based.
Deprivation Score	The deprivation score provides an index of the overall deprivation score, indexed to the national average. This provides a measure of relative deprivation in relation to the national average. The higher the rank figure, the higher the deprivation level.
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average.

Crime score	This indicator provides an index of the total number of offences per 1,000 resident population. Total offences include theft from vehicles; dwelling burglary; robberies; sexual offences and violent offences.
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Source: Local Knowledge; Midyear population estimates; Sub-national Population projections by sex and quinary age groups; 2001 Census (National Statistics website: www.statistics.gov.uk). Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI).

Environment Introduction

This summary report looks at a number of aspects of the environment and equality of life in Melton. In this profile, we consider the environment in terms of:

- Housing affordability
- Commercial and industrial property
- Transport and connectivity
- Amenities
- The natural environment

The report starts by presenting data for the main composite measures for each aspect of Melton's environment. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Melton rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Environmental Summary Introduction

Areas	Affordability: score (GB=100) 2012	Floorspace: change (score) (GB=100) 2012	Connectivity: score (GB=100) 2005	Local amenities: score (Score) 2013	Natural environment: score (GB=100) 2013
Blaby	99.75	103.22	38.24	222.49	61.34
Charnwood	93.86	93.84	32.07	109.18	68.74
Harborough	85.62	115.36	7.05	32.8	132.78
Hinckley and Bosworth	99.24	92.29	11.38	85.02	81.03
Leicester City	104.4	90.42	103.51	2357.56	21.58
Melton	77.92	106.23	5.79	55.1	160.55
North West Leicestershire	108.5	123.8	48.46	121.73	85.77
Oadby and Wigston	95.47	88.98	107.71	2204.24	44.91
Leicestershire	98.45	99.22	38.62	87	72.15
East Midlands	108.06	103.29	35.91	63.19	102.52
National Average	100	100	100	100	100

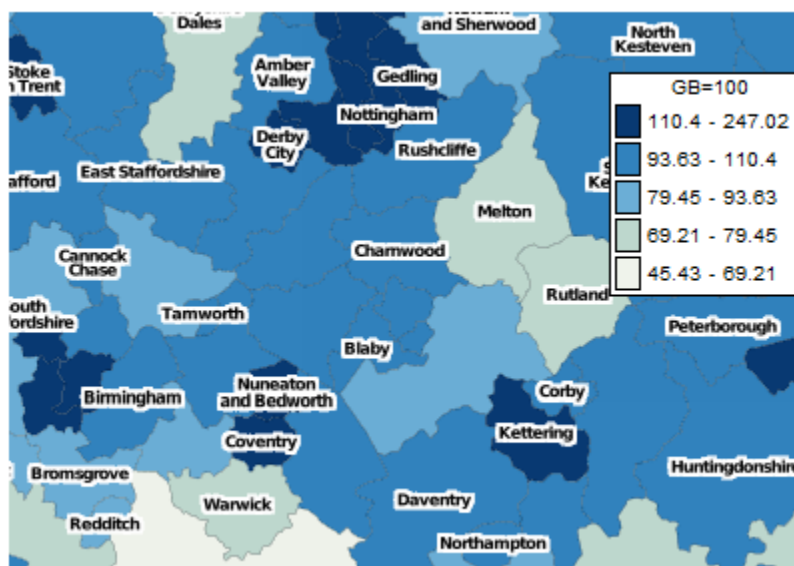
Housing

While housing affordability is a national problem, its impacts are not evenly spread. While the previous boom in house prices in London and the South East is well documented, some areas in the North and Midlands continued to suffer from persistent low demand. Within this housing profile, housing is considered in terms of affordability (assessed on the basis of the ratio between average earnings and average house prices), tenure and housing condition information.

Melton is ranked 232 out of 374 districts on our affordability score, indicating that the area is in the bottom 40% of districts nationally in terms of affordability.

The map shows the affordability score for districts within Leicestershire. The areas with very dark shadings have greater housing affordability and those with very light shading are less affordable.

With a score of 77.92, Melton is in the bottom 40% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Source: Property Prices; Annual Survey of Hours and Earnings

Looking in more detail at Melton's housing profile we find that:

- The proportion of households that were owner occupied within Melton was 72.12% in 2011. This places Melton in the top 40% of districts nationally. By comparison, the Leicestershire figure was 67.49, the East Midlands figure was 67.24, and the national figure was 63.57%.
- The proportion of households that were rented within Melton was 25.39% in 2011. This places Melton in the bottom 40% of districts nationally. By comparison, the Leicestershire figure was 30.52, the East Midlands figure was 30.75, and the national figure was 34.32%.
- The proportion of total housing stock declared as non-decent in Melton was 7.93% in 2006. This places Melton in the top 20% of districts nationally. By comparison, the Leicestershire figure was 2.14, the East Midlands figure was 3.27 and the national average was 4.18%.
- Melton has seen an average growth in average house prices between 1999 and 2013 of 44.86%. This places the area in the middle 20% of districts nationally. By comparison, average prices changed nationally by 63.65%.

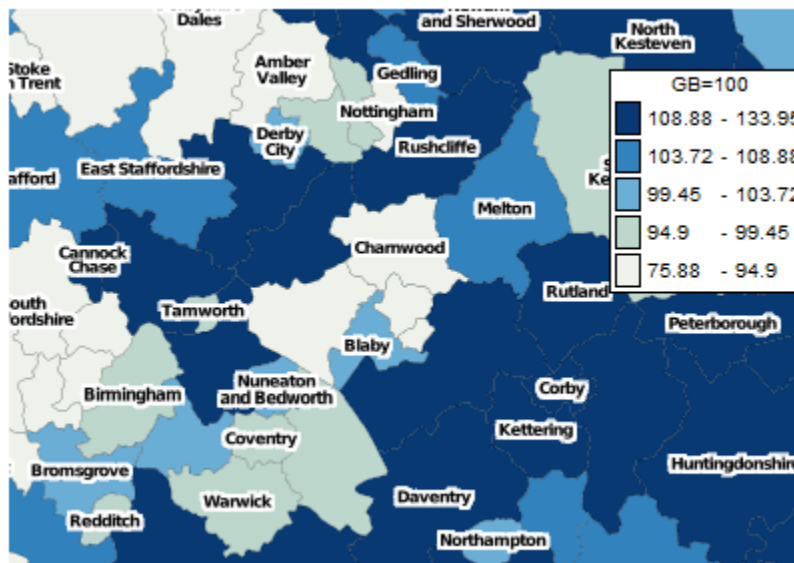
Commercial Floorspace

This commercial and industrial property profile assesses the type of floorspace within Melton and the rate of change that has occurred over recent years. The overall score is based on the net change in the amount of commercial and industrial floorspace since 2004. It presents an overall picture of the type of floorspace within the district and the extent of growth/decline according to type of floorspace.

Melton is ranked 106 out of 376 districts on our floorspace change score, indicating a level of growth in the top 40% of districts nationally.

The map shows the performance of districts within Leicestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 106.23, Melton is in the top 40% of districts and is in the sub region that is in the bottom 40% of sub regions nationally.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

Looking in more detail at Melton's commercial property profile we find that:

- The proportion of floorspace that is in industrial use is very high, with the area ranking in the top 20% of districts nationally. In 2012, 78.91% of total floorspace was in industrial use, compared with 74.74% in Leicestershire and 60.51% nationally.
- The proportion of floorspace that is in retail use is very low, with the area ranking in the bottom 20% of districts nationally. In 2012, 13.42% of total floorspace was in retail use, compared with 15.16% in Leicestershire and 22.13% nationally.
- The proportion of floorspace that is in office use is very low, with the area ranking in the bottom 20% of districts nationally. In 2012, 7.67% of total floorspace was in office use, compared with 10.1% in Leicestershire and 17.36% nationally.
- Melton has seen a growth of 5.56% in the amount of industrial floorspace between 2002 and 2012. This places it in the top 40% of districts nationally. By comparison the amount of industrial floorspace changed nationally by -4.86%.
- Melton has seen a growth of 2.13% in the amount of office floorspace between 2002 and 2012. This places it in the bottom 40% of districts nationally. By comparison the amount of office floorspace changed nationally by 10.95%.
- Melton has seen a growth of 10.53% in the amount of retail floorspace between 2002 and 2012. This places it in the top 40% of districts nationally. By comparison the amount of retail floorspace changed nationally by 5.17%.

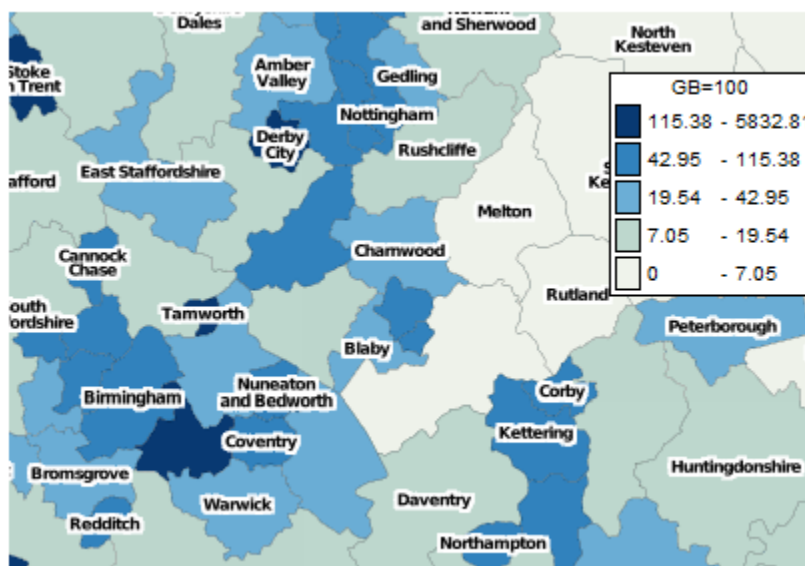
Transport and Connectivity

Accessibility and connectivity have a major influence on an area's ability to attract business and investment. This transport and connectivity profile assesses Melton using a composite of measures, including distance from London, a 'Local Hub' Index (the concentration of transport hubs such as motorway junctions, airports, ports and mainline railway stations), and the 'Contiguity Index' (a score based on an area's proximity to transport hubs in neighbouring places).

Melton is ranked 343 out of 408 districts for its overall connectivity score, indicating an area that performs in the bottom 20% of districts nationally on levels of connectivity to intercity rail, motorways and airports.

The map shows the performance of districts within Leicestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 5.79, Melton is in the bottom 20% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Source: AA

Looking in more detail at Melton's transport and connectivity profile we find that:

- The national average for the proportion of people who travelled to work by car was 40.42% in 2011. By comparison the Melton figure of 51.44% placed it in the top 20% of districts nationally.
- The proportion of residents who travelled to work within Melton by public transport was 2.89% in 2011. This was very low, placing the area in the bottom 20% of districts nationally. By comparison the national figure was 10.58%.
- The proportion of residents who travelled to work within Melton by foot or bicycle was 10.28% in 2011. This was high, placing the area in the top 40% of districts nationally. By comparison the national figure was 8.78%.
- With a score of 80.9, net commuting in Melton was low in 2001, with the area ranking in the bottom 40% of districts. Net commuting reflects the relative levels of work being taken by residents in the area: a higher score implies that more workers coming into the area to work and a lower score implies that residents are travelling outside the area to work.
- The average travel to work time for residents in Melton is average, with the area ranking in the middle 20% of districts nationally. The average travel to work time of 20 minutes compares with a Leicestershire average of 19.38 minutes and a national average of 20.32 minutes.
- The proportion of residents who work outside Melton was 37.68% in 2001. This was average, placing the area in the middle 20% of districts nationally.
- At 40.35, the number of journeys per sq km in Melton is very low, with the area ranking in the bottom 20% of districts nationally.

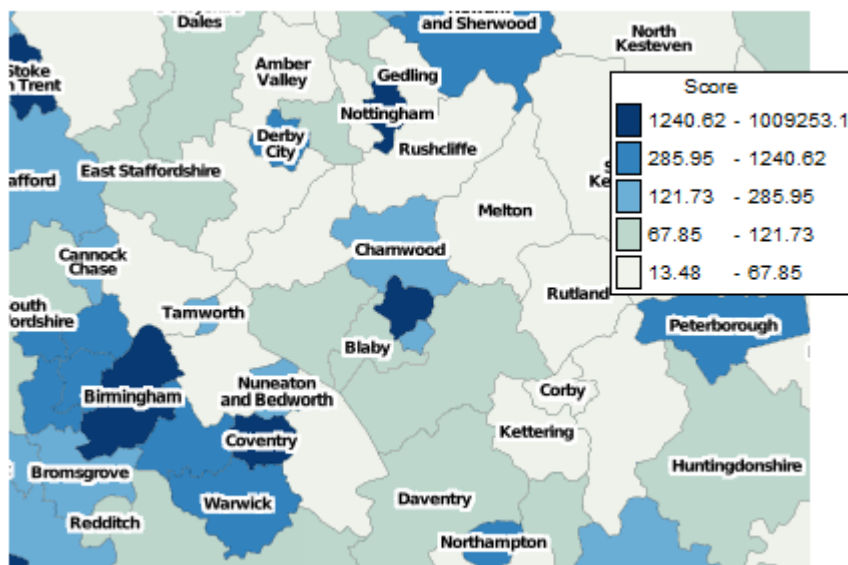
Amenities

The local amenities profile assesses Melton in terms of a combination of indicators, including the density of national heritage sites and listed buildings, the availability of cultural amenities (such as cinemas, theatres and libraries), café culture, retail floorspace and employment in hotels and restaurants. The level of local amenities is important for a good quality of life for local residents, making an area an attractive place to live and for tourists to visit. It should also be borne in mind that the local and cultural amenities scores are heavily skewed towards large cities, particularly London.

Melton is ranked 297 out of 354 districts on our overall score, indicating a standard of local amenities that is in the bottom 20% of districts nationally.

The map shows the local amenities score of districts within Leicestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 55.1, Melton is in the bottom 20% of districts and is in a sub region that is in the bottom 40% of sub regions nationally.



Source: Local Knowledge; Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry (National Statistics website (Nomis: www.nomisweb.co.uk)). Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI); Commercial and Industrial Floorspace and Rateable Value Statistics, Green Flag awards.

Looking in more detail at Melton's amenities profile we find that:

- The cultural amenities score in Melton was 69.67. This places Melton in the bottom 40% of districts nationally. By comparison, the Leicestershire score was 97.19, the East Midlands score was 78.11, and the national score was 100.
- The number of national heritage sites per 000 sq m in Melton was 10.4. This places Melton in the middle 20% of districts nationally. By comparison, the Leicestershire average was 7.42, the East Midlands average was 9.48, and the national average was 65.37.
- The number of listed buildings per 000 sq m in Melton was 3.22. This places Melton in the bottom 20% of districts nationally. By comparison, the Leicestershire average was 4.2, the East Midlands average was 4.04 and the national average was 3.43.
- The proportion of employment in hotels and restaurants in Melton is 6.87%. This places Melton in the middle 20% of districts nationally on this measure. This compares with 5.54% in Leicestershire, 5.7% in East Midlands and a national average of 6.82%.
- The amount of retail floorspace in Melton was 84 (in 000 sq m). This places Melton in the bottom 20% of districts nationally. By comparison, the amount of retail space in Leicestershire was 1842 (000 sq m) and the amount in East Midlands was 8928 (000 sq m).

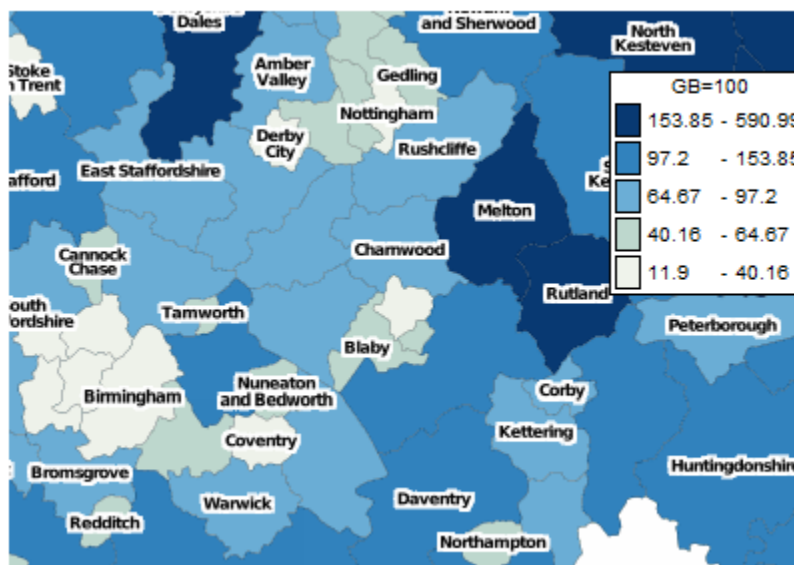
Environment

The natural environment is a subjective theme, which makes benchmarking problematic. This profile assesses the natural environment of Melton in terms of areas of outstanding natural beauty, green space, green belt and heritage coast. We also consider tranquillity and weather. The quality of the natural environment has implications for a modern knowledge economy, which is associated with a decentralised geography of employment as workers try to find a good work-life balance. Indicators are heavily skewed, with towns, cities and urban areas scoring poorly and rural areas scoring well.

Melton is ranked 64 out of 352 districts for its overall natural environment score, putting it in the top 20% of districts nationally.

The map shows the performance of districts within the Leicestershire area. The areas with very dark shading score highly on our natural environment score and those with very light shading score poorly.

With a score of 160.55, Melton is in the top 20% of districts and is in a sub region that is in the bottom 40% of sub regions nationally.



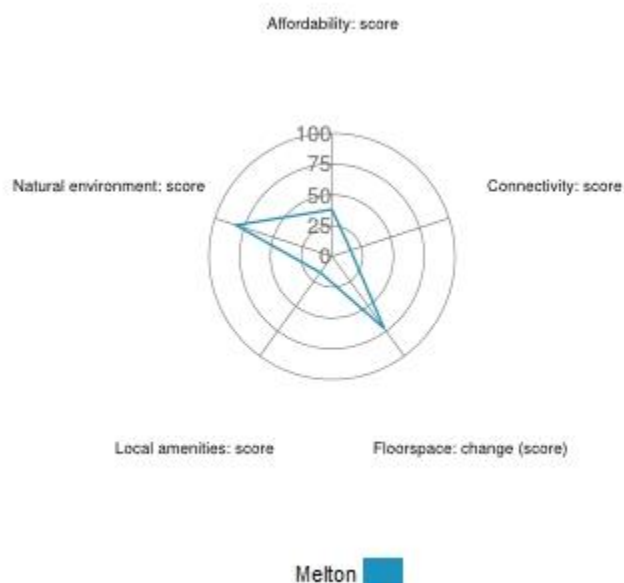
Source: Natural England; GreenFlag awards; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings

Looking in more detail at Melton's environment profile we find that:

- The natural beauty score - comprising Areas of Outstanding Natural Beauty, Blue Flag Beaches, heritage coastlines, ancient woodland, nature reserves, national parks and environmentally sensitive areas - in Melton is 1.96. This places Melton in the bottom 20% of districts nationally. By comparison, the Leicestershire score was 8.29, the East Midlands score was 49.81 and the national score was 100.
- The air quality score, measured as part of the Index of Multiple Deprivation, in Melton was 0.79. This placed Melton in the bottom 40% of districts nationally. By comparison, the Leicestershire score was 1, the East Midlands score was 0.93 and the national score was 0.97.
- The tranquillity score, as measured by population density, in Melton was 257.05. This places Melton in the top 20% of districts nationally. By comparison, the Leicestershire score was 59.3, the East Midlands score was 92.82 and the national score was 100.
- The average weather score, as measured by average sunshine hours, average rainfall and average temperature in Melton was 108.24. This placed Melton in the middle 20% of districts nationally. By comparison, the Leicestershire score was 108.24, the East Midlands score was 108.24 and the national score was 100.

Environmental Summary Indicators

The spider chart is a way of showing how Melton rates against the national median on the summary environmental indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Melton, with Sedgemoor in Somerset being the most similar on the summary environmental indicators.

Rank	Place Name	Sub Region
1	Sedgemoor	Somerset
2	Kennet	Wiltshire
3	Malvern Hills	Herefordshire & Worcestershire
4	Bridgnorth	Shropshire
5	Salisbury	Wiltshire
6	Kings Lynn and West Norfolk	Norfolk
7	Shrewsbury and Atcham	Shropshire
8	South Shropshire	Shropshire
9	North Shropshire	Shropshire
10	North Wiltshire	Wiltshire

Environment Scorecard

The environment 'scorecard', showing how Melton stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Melton in terms of the composite environmental and quality of life measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National Score	Summary
Housing affordability An 'A' Represents areas with the most affordable residential property	E	E	D	Melton is ranked 232 out of 374 districts on our affordability score, indicating that the area is in the bottom 40% of districts nationally in terms of affordability.
Commercial floorspace An 'A' Represents areas with the highest rate of growth in commercial and industrial property	B	C	B	Melton is ranked 106 out of 376 districts on our floorspace change score, indicating a level of growth in the top 40% of districts nationally.
Transport & connectivity An 'A' Represents areas with the most rail, motorway and transport links	E	E	E	Melton is ranked 343 out of 408 districts for its overall connectivity score, indicating an area that performs in the bottom 20% of districts nationally on levels of connectivity to intercity rail, motorways and airports.
Amenities An 'A' Represents areas with the highest access to local cultural and leisure amenities	E	D	E	Melton is ranked 297 out of 354 districts on our overall score, indicating a standard of local amenities that is in the bottom 20% of districts nationally.
Natural environment An 'A' Represents areas with the highest natural environment score	A	A	A	Melton is ranked 64 out of 352 districts for its overall natural environment score, putting it in the top 20% of districts nationally.

Glossary of terms

Affordability Score	The ratio between average earnings and average house prices, indexed to the England and Wales average.
Floorspace change score	This score provides an index of the percentage change in the area of floor space used in the commercial sector.
Connectivity score	The connectivity index is based on proximity to and number of major transport services. Figures over 100 indicate a higher than average level of connectivity.
Local amenities score	The relative provision of amenities such as cinema seats, theatres, museums, galleries, libraries, hotels, restaurants and pubs, and heritage sites compared with the national average.
Natural Beauty (access and contiguity)	This indicator provides a measure of the natural beauty in a given area. It consists of the following datasets: Areas of Outstanding Natural Beauty; Blue Flag Beaches (denoting high quality beaches); heritage coastlines; ancient woodland; nature reserves; national park designations and designation as an environmentally sensitive area. The higher the score, the more natural beauty in a given area.

Data Sources and Definitions

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Source: Local Knowledge; Commercial and Industrial Floorspace and Rateable Value Statistics; Previously Developed Land Survey.

Ordering further Place Profiles

Place Profiles are available at a range of spatial levels including Sub-Region, District, Ward and Lower Layer Super Output Area. The reports are produced using the latest information, with Summary Place Profiles providing a high level overview of local conditions. More detailed profiles are also available on the following topics:

Economy

Economic Performance
Industrial Structure
Business and Enterprise
Skills and Qualifications
Labour Market

Society

Age
Ethnicity
Households
Migration and Change
Occupations
Prosperity
Deprivation
Health
Crime

Environment

Housing
Commercial Property
Transport and Communications
Amenities
Natural Environment

Cross-cutting topics

Output Area Classification

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